

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
МІСЬКОГО ГОСПОДАРСТВА імені О. М. БЕКЕТОВА**

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**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ  
З ДИСЦИПЛІНИ «ІНОЗЕМНА МОВА  
(ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ  
(АНГЛІЙСЬКА МОВА))»**

(для організації самостійної роботи студентів 1 курсу денної форми  
навчання за напрямом підготовки 6.140103 – Туризм)



Харків  
ХНУМГ  
2014

Ільєнко О. Л. Збірник текстів і завдань з дисципліни «Іноземна мова (за професійним спрямуванням (англійська мова))» (для організації самостійної роботи студентів 1 курсу денної форми навчання за напрямом підготовки 6.140103 – Туризм)/ О. Л. Ільєнко; Харк. нац. ун-т міськ. госп-ва ім. О. М. Бекетова – Х.: ХНУМГ ім. О. М. Бекетова, 2014. – 57 с.

Автор : О.Л. Ільєнко

Збірник текстів і завдань призначений для студентів денної форми навчання, які у майбутньому будуть працювати у сфері готельного, ресторанного і туристського сервісу. Тематика збірника та система завдань дає змогу подовжити формування комунікативної та соціальної компетенції студентів. Запропонована інформація є необхідною для ефективного виконання професійних обов'язків майбутніх спеціалістів.

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Затверджено на засіданні кафедри іноземних мов  
протокол № 1 від 28.08.2012

# INTRODUCTION

## To the Teacher

Modern stage of the integration process development in Europe and globally is marked by more frequent and versatile cross-cultural contacts in academic and professional spheres. Such contacts present a “dialog between cultures” which can not be successful without cross-cultural understanding. Therefore, the importance of socio-cultural competence forming is mentioned as one of the objectives for ESP teaching (English for Specific Purposes) at the Universities. The ‘National Curriculum for Universities’ says that by the end of ESP course (level B2) students will be able to:

- understand how core values, beliefs and behaviour in Ukrainian academic or professional environment differ from culture to culture (international, national, institutional)
- understand different corporate cultures within specific professional contexts and how they relate to each other
- apply intercultural insights while interacting orally or in writing to immediate academic and professional situations
- behave and react appropriately in common social, academic and professional situations in everyday life, and know rules of how people should interact in these situations (recognize appropriate gestures, eye contact, personal space, and body language in each situation [1:38])

In the following collection of texts with tasks the materials for the three content modules (змістовні модулі) are presented, which help to continue the process of socio-cultural competence forming. There are “Education and Culture”, “The World of Work and Culture”, “Leisure, Lifestyle and Culture” modules which are focused on academic, social and professional situations. Education, work and leisure have been linked in the belief that very often people’s work is determined by the education they receive and that their leisure activities complement their work. Each module includes several content units.

It should be highlighted that as far as only authentic materials are suggested to the students, it helps to provide authentic, meaningful communication in class. The materials mostly reflect the cultural aspects of the English speaking countries, i.e. Great Britain, the USA, Canada etc. but an attempt has been undertaken to present and discuss some specific features of other cultures and, therefore, make a step in understanding and valuing the cultural diversity of the globe.

Each unit presupposes a set of various activities which help students to develop integrated skills in reading, speaking, listening and writing. The students are also expected to enforce grammatical competence, develop skills in their vocabulary enlarging, making presentations, participating in role games, doing project work (including Internet search).

Designing tables is considered to be especially suitable for cross-cultural competence forming as tables allow to compare certain aspects in different cultures, including Ukrainian culture, and develop cross-cultural awareness and socio-cultural sensitivity. The activities cover topics relevant to the students to motivate their involvement and active participation in the class work. Many activities can be performed both in class or at home (as self-study) with further discussing and evaluating of the results.

Depending on the teacher's strategy as well as students' learning styles some materials or units can be viewed as optional without damaging the main aim of the present collection of texts with tasks, i.e. socio-cultural awareness forming.

# INTRODUCTION

## To the Student

The booklet you have in your hands will help you understand how to behave and react appropriately in various situations when you meet and socialize with people of different nationalities, both in Ukraine and abroad.

It is quite natural before you start learning to ask such questions as:

- Why should I study the culture and rules of behavior for people of other nationalities of the world?
- Why should I study their behaviour if I know the rules of the “right behaviour” for different situations which I have been taught in my family, at school, in the society?
- What are the possible situations to apply my new knowledge in practice and what are the benefits?

We hope the booklet will help you to answer these particular questions and many others.

Think of our today's world. We see that traveling to all corners of the globe gets easier and easier. International contacts will increase visually in the coming years. The prospect of our country's joining European Union as well as the internationalization of education in Europe and in the world will bring a lot of chances to continue studies, work for an international company in Ukraine, participate in international conferences and congresses, meet international partners in Ukraine and abroad, travel on business and for rest, receive guests in Ukraine at hotel and at home. These are only some of possible situations in which we can meet people of different nationalities and cultures in person not speaking of contacting them through Internet and e-mail. In all the situations mentioned knowledge of other cultures and ability to understand them is needed to escape problems. We live in a “global village”, but how well do we know and understand each other?

Life supplies more and more evidence of the fact that the more you know the culture of the country you are dealing with, the less likely you are to get into difficulties. It might be rather hard to explain that the reason you lost your contract or an invitation for the next conference was the fact that you offended your host in a light-hearted comment or wrong behaviour at a party. So the deal is worth the effort.

We wish you enjoy studying cultures, traditions and customs of the world.

# MODULE 1

## NATIONAL VALUES





### ***Pre-reading task.***

*Read the definition outstanding people give to the term “values” and explain the idea in your own words. Which of the definitions do you like most of all? Give your reasons.*

1. The only real voyage of discovery consists not in seeing new landscapes, but in having new eyes, in seeing the Universe with the eyes of another, of hundreds of others, in seeing the hundreds of Universes that each of them sees (Marcel Proust)
2. We see things not as they are but as we are (Anais Nin).
3. Values are established, taught and maintained by a culture. They determine what is good, what is beautiful, and what is right for each member of that society. They are what ‘make a people tick’. To understand others, we must understand their values as much as their language (O. Zatsepina).

### ***I. Reading***

#### **IDEALS, VALUES AND GROUP IDENTITY**

“The land of the free and the home of the brave”. These closing words of the U.S. national anthem, "The Star Spangled Banner," sum up the ideals that many citizens of the United States have for their country. Ideals and values play an important role in the cultural life of the United States, just as they do in any country.

One of the most important ideals of the United States — and an important part of the way many people in the United States see themselves — is that of freedom. From the time of the American Revolution, when the colonists declared independence from England, the United States has attracted people seeking freedom.

A second ideal of great importance in the United States is that of rule by the people. The framers of the Constitution of the United States strove to ensure that political power would lie in the hands of the voters, not a king or dictator. So they created a federal government composed of three branches — legislative, executive, and judicial — to prevent any one part of the government from becoming too powerful. The balance of power among these branches is called the system of checks and balances. Also, by reserving much political power for the states that form the national union, the framers strove to prevent the federal government itself from becoming too powerful. This system was hailed by President Abraham Lincoln (1861-1865) as "government of the people, by the people, and for the people."

Another key value in the United States is that of the rights of the individual. The Bill of Rights — the first ten *amendments*, or additions, to the Constitution — is intended to safeguard the rights of the individual and guarantee protection from unjust treatment by the government or the majority. The importance of this protection is reflected in newspaper

articles about violations of individual rights. Family, minority group, worker, student, and professional issues often revolve around questions of individual rights.

Nonetheless, individuals and groups together contend for prominence in the United States of today. For all of the importance of individualism, group identity also plays an important role in people's cultural values. And many diverse groups, including non citizens and naturalized immigrants, have an impact on the cultural life of the United States.

*(from Crossroads USA. 2003)*

### ***Comprehension check***

#### *1. Mark the following statements as True (T) or False(F)*

- a. The ideals and values of American people are mentioned in the Constitution of the United States.
- b. There are three branches of the local government in order to avoid giving too much power to one of them.
- c. The government is elected by people voting.
- d. The system of checks and balances is used for financial accounting of the government.
- e. The President Abraham Lincoln introduced the system of power balance between the federal and state government.
- f. Individualism is valued nowadays more than group identity.
- g. Immigrants have no impact on cultural life in the United States.
- h. Any individual can appeal against the unjust treatment by the majority.

#### *2. Find out the titles for the paragraphs of the text*

- a. Rule by the people
- b. Group identity
- c. The importance of values and ideas
- d. Freedom as the main value of American people
- e. Rights of individual

#### *3. Explain the meaning of the following phrases:*

Rights of the individual, rule by the people, key values, group identity, state government, federal government, the balance of power, to safeguard the rights.

## ***II. Discussing values through proverbs***

***National values are often reflected in the proverbs as popular wisdom is concentrated in them***

#### *1. The following proverbs will help you understand American values.*

*Match the proverb with the cultural value implied in it and write down the right value into the box provided on the right*



A man's home is his castle	
Time is money.	
Don't cry over spilt milk.	
Waste not, want not	
A penny saved is a penny earned.	
Early to bed, early to rise makes a man healthy, wealthy and wise.	
God helps them who helps themselves.	
It's not whether you win or lose, it's how you play the game.	
You've made your bed, now lie in it.	
Birds of a feather flock together.	

Practicality	Initiative	Sportsmanship	Value of time
Cleanliness	Thriftiness	Diligence	Privacy
Work Ethic	Responsibility	Frugality	Guilt by Association

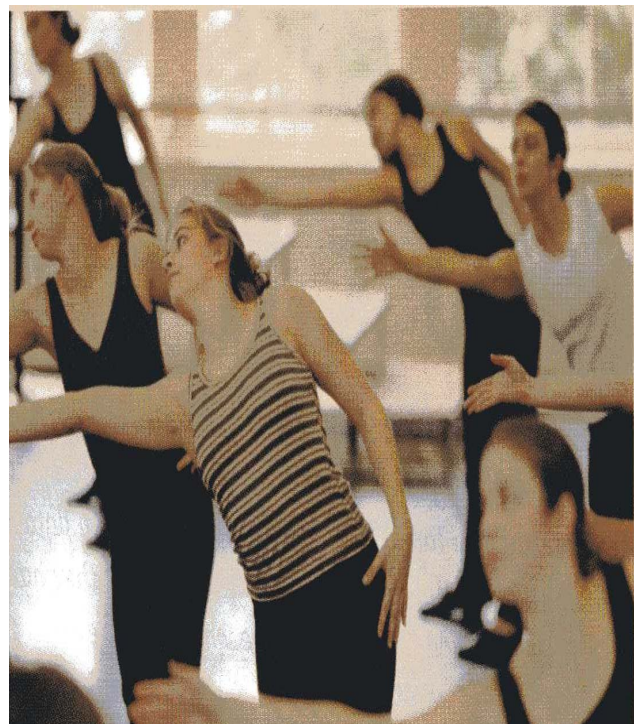
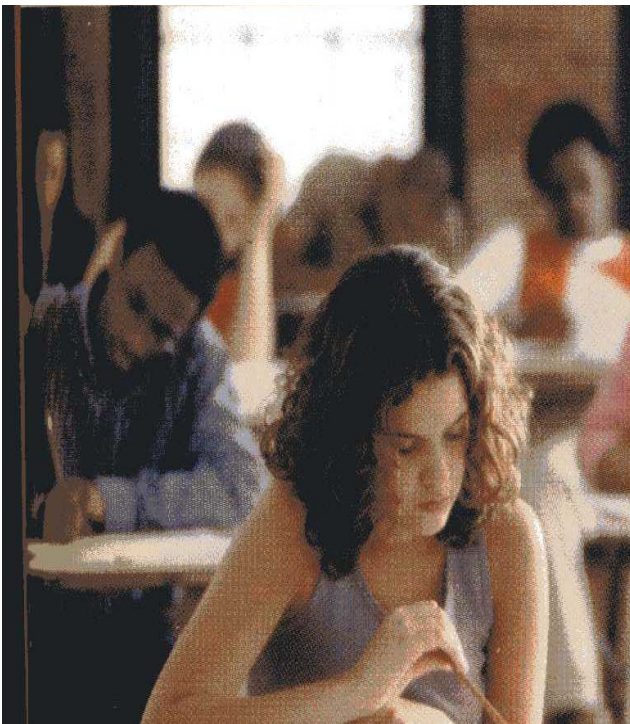
2. Look at the following proverbs. They belong to people of six nationalities (two for each). The proverbs from other languages are translated into English. Try to match two proverbs to the nationalities and comment on the values they present.

- a. A man's home is his castle.
- b. Everything is for the King first and then for me.
- c. Together we can fight against the father
- d. God helps those who help themselves
- e. Our own calf is better than an overseas cow
- f. The Devil is not as frightening as he is painted
- g. Even silly child is dear for the mother
- h. A penny saved is a penny earned
- i. When this man is sleeping the Devil is lulling him
- j. Duties are as hard as a nut.
- k. Take a bullock and a wife from the next farmstead
- l. Don't cry over spilt milk

English	h	French	
Italian		Ukrainian	
American		German	

## MODULE 2

# Education and Culture



### ***Pre-reading task.***

1. What do you know about the system of education in the United States? In UK? How many years do students go to school before entering college?
2. What are the differences between public and private schools?
3. How long does it take to get a university degree in the USA, UK? What qualities do the universities want the students to have?  
What esteemed universities do you know in the UK, USA?



### ***I. Reading and speaking***

*1. Read the text and answer the questions that follow:*

## **EDUCATION IN THE USA**

As might be expected, educational institutions in the United States reflect the nation's basic values, especially the ideal of equality of opportunity. From elementary school through University, Americans believe that everyone deserves an equal opportunity to get a good education.

Most children start public school at age five, by attending kindergarten, or even at age three or four by attending pre-school programs. Then there are six years of



elementary school and usually two years of middle school and senior high school. After high school, the majority of students go onto college. American public schools are free and open to all at elementary and secondary level (high school), but public universities charge tuition and have competitive entrance requirements.

However, elitist private schools do conflict with the American ideal of equality of opportunity. These schools often give an extra educational and social advantage to the young people whose families have the money to allow them to attend. But because these schools are relatively few in number, they do not displace the public school as the central educational institution in the United States.

There is another area of inequality in the American education system. More than 90 percent of the money for schools comes from the local level, primarily from property taxes. School districts that have middle class or wealthy families have more money to spend on education. Therefore, wealthier school districts have beautiful school buildings with computers and the latest science equipment, and poorer school districts have older buildings with less modern equipment. The amount of money spent on education may vary from \$7,000 per child in a wealthy suburb to only \$1,200 per child attending an inner-city school, or one in a poor rural area.

1. Which basic American value is reflected in the education system of the country?
2. What are the stages an American student passes on the way to the University?
3. Is tuition paid at school? At the University?
4. What are the two facts mentioned in the text that conflict the principle of equality in education?
5. Which institution is considered to be a central one in the US educational system?
6. What is the principle of schools financing in US? Which districts enjoy privileges?

### 2. *Make a commentary:*

Modern statistics shows that women who attend all-female colleges seem to do better in the world of business. These women make up one-third of the board members of the top businesses in the United States. Some educators are now saying that separating male and female students may not be such a bad idea.

### 3. *Vocabulary check*

#### a. *Match the words given below with their definitions:*

vocational	money paid for instruction at a college
diploma	preparing for (or connected with) a job
elite	to change completely
tuition	having to do with money
monetary	serving the best or most important people in a social group
transform	an official paper showing that a person has successfully finished a course of study

*b. Complete the sentences using the words given in the previous exercise*

1. In the past, many students who went to competitive schools such as Harvard received their high school education at \_\_\_\_\_ private schools that only the rich could afford.
2. At a high school or college graduation ceremony students receive their official \_\_\_\_\_.
3. At the university level, there is no free system of public education; even universities supported by public funds charge students \_\_\_\_\_.
4. Some Americans would like to see major changes in their public education system; they want to \_\_\_\_\_ it.
5. Public education has many \_\_\_\_\_ problems; there never seems to be enough funding.
6. Some American high schools offer \_\_\_\_\_ education to prepare students to take jobs right after school; these students do not plan to attend college.



## ***II. Reading and discussing***

*1. Complete the sentences of the text using the words given below:*

### **Change in the Labor Market**

high-paying	belief	college
technologies	professional	service
schooling	job	

The belief is widespread in the United States that the more \_\_\_\_\_ people have, the more money they will earn when they leave school. The \_\_\_\_\_

is strongest with a \_\_\_\_\_ degree such as medicine or law, following the undergraduate degree. The value of graduate degrees in "nonprofessional" fields such as art, history, or philosophy is not as great.

In recent years, there has been a change in the \_\_\_\_\_ market in the United States. In the past, it was possible to get a \_\_\_\_\_ factory job without a college education. The advent of new \_\_\_\_\_ has meant that more and more education is required to do the work. Many of the new jobs in the United States either require a \_\_\_\_\_ education, even a graduate degree, or they are low-paying jobs in the \_\_\_\_\_ sector of the economy, such as fast-food restaurants, small stores, and hotels.

*2. Read the text again and answer the questions:*

1. What professions are considered to be well-paid in American society?
2. Which low-paid jobs are mentioned in the text?
3. Why is it not possible to get a high-paying job without getting a college education in the USA today?



**III. Reading and discussing**

*1. Read the text about education for immigrant children in the USA:*

The education of new immigrant children provides the public school system with some of its greatest challenges. Many of the children come from countries where they have not had strong educational preparation, and their academic skills are below grade level. Others have come from school systems with standards similar to or more advanced than the American schools, and their academic adjustment is much easier. However, all these children must learn English. This means that they are trying to learn new concepts at the same time that they are struggling to learn a new language. Studies show that it takes five to seven years in order for them to be able to compete

with English-speaking American children on an equal basis in classes where English is the language of instruction. There are some bilingual programs in areas where there is a large concentration of one language group, particularly Spanish speakers. However, in some school districts, there are children speaking anywhere from 50 to 115 different languages. It is not uncommon for a teacher to have children speaking five or six different native languages in one classroom.

*2. Comprehension check. Mark the following statements as true (T) or false (F)*

	a. The education of new immigrant children introduces new problems to the US public school system.
	b. Most of the immigrant children come with the same academic skills.
	c. The main challenge for the immigrant children is English as the language of communication.
	d. It takes immigrant children fewer than five years to master English enough to compete with Americans.
	e. It is a usual practice of an English teacher to have children speaking five or six different languages.

*3. What do the combinations of the following numbers mean in the text?*

5-7              5-6              50-115

#### ***IV. Reading and speaking***

*1. Read the text and answer the following questions*

### **EDUCATION IN UK**

Schools place a distinctive stamp on their pupils – a past pupil will be defined in society at a private or state school boy or girl.

In choosing a school for their children parents worry about potential academic progress, but also about the development of life skills, and the kind of social cultural and spiritual experience offered by school. Besides, parents are interested in the way in which prominent public figures choose to educate their children. For example, Prince Charles was the first member of the royal family not to be educated by palace tutors. He was sent to Gordonstoun in Scotland and for many ordinary families this humanized the royal family.

Some parents also consider the availability of an ‘old school tie’ network, which may help their child to get a job in future and develop socially useful lifelong friendships which usually start at school. British people traditionally rely on a system of contacts among people who have common business, professional, sporting and social interests, and various organizations and clubs induct British children into club mentality. After graduation students often visit their old schools and join Old Girls



and Boys Associations. This, perhaps, explains the phenomenal success of the website Friends Reunited.

Participation in higher education is still largely determined by the class one happens to be born into. For example, in Britain as a whole, currently 80 percent of children from professional middle class families study at university, compared with 17 percent from the poorest homes. However, in Britain in 2000 35.6 percent of 21-year olds graduated from University. This was the highest percentage in Europe.

### *Comprehension check*

- a. What are the reasons of British parents in choosing schools for their children?
- b. Why “old school tie” network is so important in professional and social development of British people?
- c. What is the main reason for visiting the website Friends Reunited? What is the Russian/Ukrainian equivalent of such a site?
- d. Can you prove the fact that getting higher education is a popular trend in modern Britain?

2. *Make a commentary on the table of statistics on state and private education in the UK.*

<b>State and private education in the UK</b>	
UK pupils at state schools	<b>93%</b>
UK pupils at independent (private) schools	<b>7%</b>
Students at Oxford and Cambridge Universities from state schools	<b>49%</b>
Students at Oxford and Cambridge Universities from private schools	<b>51%</b>

### ***V. Reading and discussing***

1. *Read the texts discussing public and private school education in UK.*

#### **A VIEW FROM YEAR 10**



I'm Daniel Yates and I go to Hanbury Comprehensive School in Birmingham. Comprehensive schools *are* paid for by the state. There are 1,500 pupils here and the classes are quite big - about 25 pupils in a class. This year's A-level results were quite good - 40% of the students got A or B grades. About 50 pupils from Hanbury manage to get in to university each year, but not many go to places like Oxford or Edinburgh. I think there was a pupil two years ago who got into Cambridge, but that's unusual.

### FIRST IMPRESSIONS OF CHALFONT

a boarder – a pupil who lives at a College

a day pupil - a pupil who only visits lessons at school

My name's Harriet Fisher and I'm a pupil at Chalfont College for Girls. The school is 150 years old, and it's an independent school for girls. That means that our parents pay for our education, not the state. The fees here are about £6,000 per term if you are a boarder, or about £4,000 per term if you are a day pupil. I'm lucky to be here because it's a fantastic school. We have small class sizes (about 1 teacher for every 9 pupils), the exam results are usually excellent, and every year lots of pupils get into top universities like Oxford and St Andrews.

*2. Read the table of statistics and the profiles of the two pupils again and find out:*

1. how much it costs to send a girl to Chalfont College for Girls each term, if they don't live at the College.
2. if a comprehensive school is a private or a state school.
3. the proportion of teachers to students at Chalfont College for Girls.
4. the names of four top UK universities.
5. what percentage of UK pupils go to a private school.
6. what percentage of students at Oxford and Cambridge Universities come from private schools.

*3. Using the information of the texts and the table of statistics given in the previous exercise complete the table about the usual education system of UK.*

The state system	Age
Begin primary school	..... or .....
Begin secondary school	11
Start studying for GCSE exams	14
Take GCSE exams	..... (students can leave school at this age)
Take ..... exams	18
School hours: Monday to .....	
Approximately 9am – 3.30 pm	

## ***VI. Reading and discussing***

### ***Pre-reading task.***

*What do you think the term “positive discrimination” means? How could it be used in the context of schools and universities?*

*1. Read the text focused on University education in UK.*

### **SCHOOL HEADS BOYCOTT BRISTOL UNIVERSITY**

Bristol University is being boycotted by top independent schools because of its alleged policy of positive discrimination. Surveys reveal that record numbers of the best independent students have been rejected by Bristol this year, despite having impeccable grades, and the Headmasters' and Headmistresses' Conference and the Girls' Schools Association are now advising their A-level students not to apply to the university. Angry teachers say that Bristol is deliberately choosing state school students with lower grades instead in order to meet government "quotas".



In its defence, the university said that it was under pressure from the government to increase its intake of state school pupils. At present, the government issues guidelines to universities regarding the proportion of state school pupils that they should admit, but universities could soon be under even more pressure to admit poorer students. The government plans to replace the current system with specific targets based on students' parents' income and whether their parents went to university.



2. Answer the questions about the text. Why:

1. are some private schools advising their students against applying to Bristol University?
2. do some head teachers think that Bristol is rejecting their pupils' applications?
3. does Bristol feel that it has to admit a certain number of state school pupils?
4. might students soon have to tell their preferred universities how much their parents earn?

3. Find out the sentence which best summarizes the above given text.

- a. Bristol University has been accused of taking too many of its students from private schools and not enough from state schools.
- b. Bristol University has been accused of rejecting pupils from private schools because it wants to be more open to pupils from state schools.
- c. Bristol University has been accused of rejecting pupils from private schools because they don't work very hard at university.

4. Vocabulary work. Match the words with their definitions.

1. admissions	a. points, marks
2. applicants	b. the system where a university chooses its students
3. credits	c. only open to a few, top people
4. elite	d. people who want to get into a university



## MODULE 3

# The World of Work and Culture

**Dr. Ed Mitchell:  
Astronaut, Scientist,  
Network Marketer**

**POWER! By Harvard's Howard Stevenson**

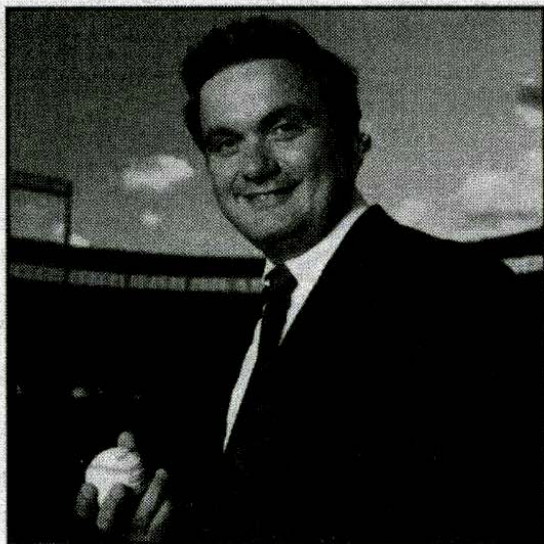
# SUCCESS

JUNE THE MAGAZINE FOR TODAY'S ENTREPRENEURIAL MIND 1994

**Amazing Odyssey**


FROM **Mailman**  
TO **Millionaire**

*How Steve Geppi Built a \$250 Million Empire*



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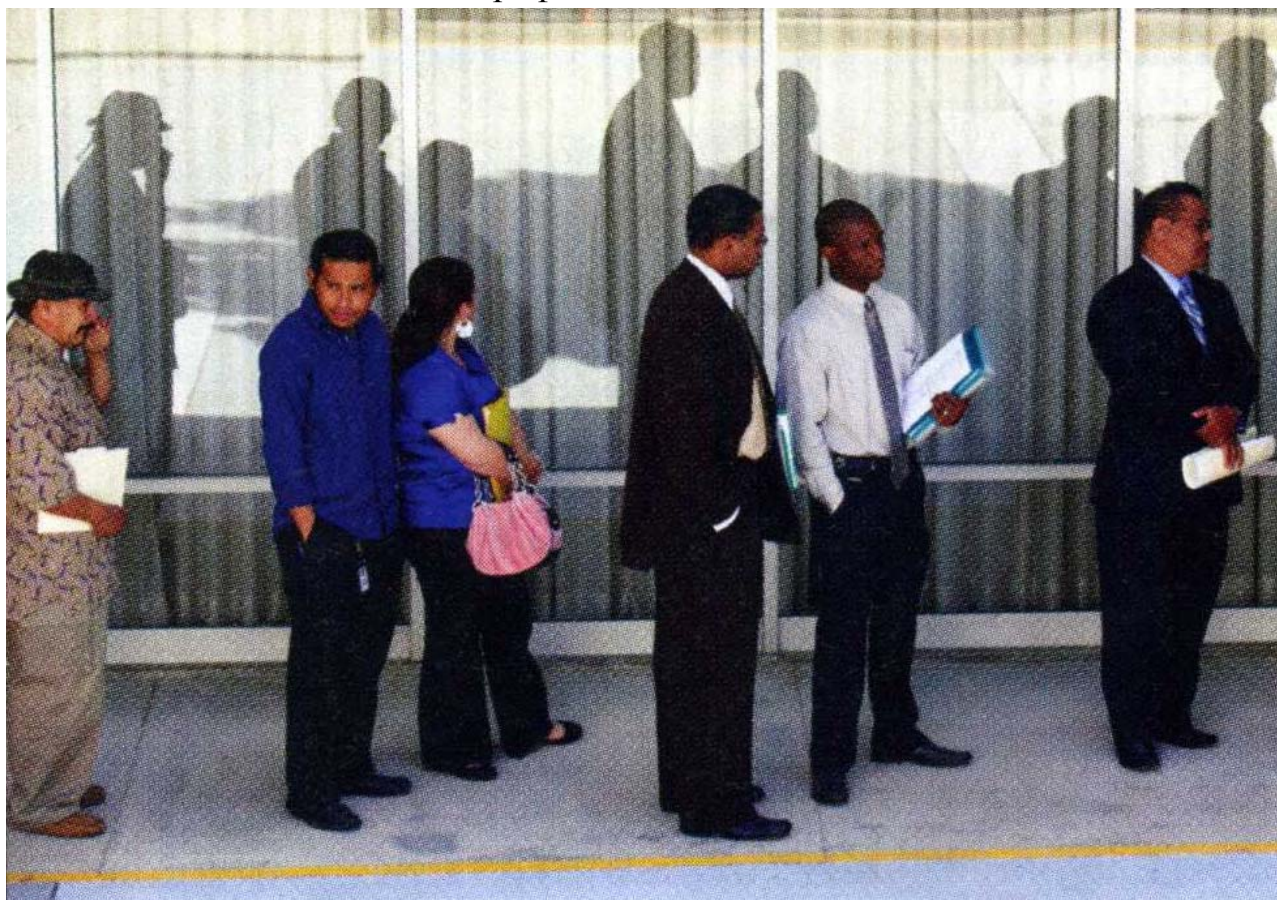
## ***I. Reading and Speaking***

### *Pre-reading task*

What is the role of business in American society? Are many people involved in it? Which big businesses do you know in the U.S.?

*1. Read the text and do the comprehension check. Study the new vocabulary.*

stock prices	– биржевые цены
welfare	– пособия, выплачиваемые малоимущим гражданам
foreign aid	– международная финансовая помощь
unions	– зд. профсоюзы

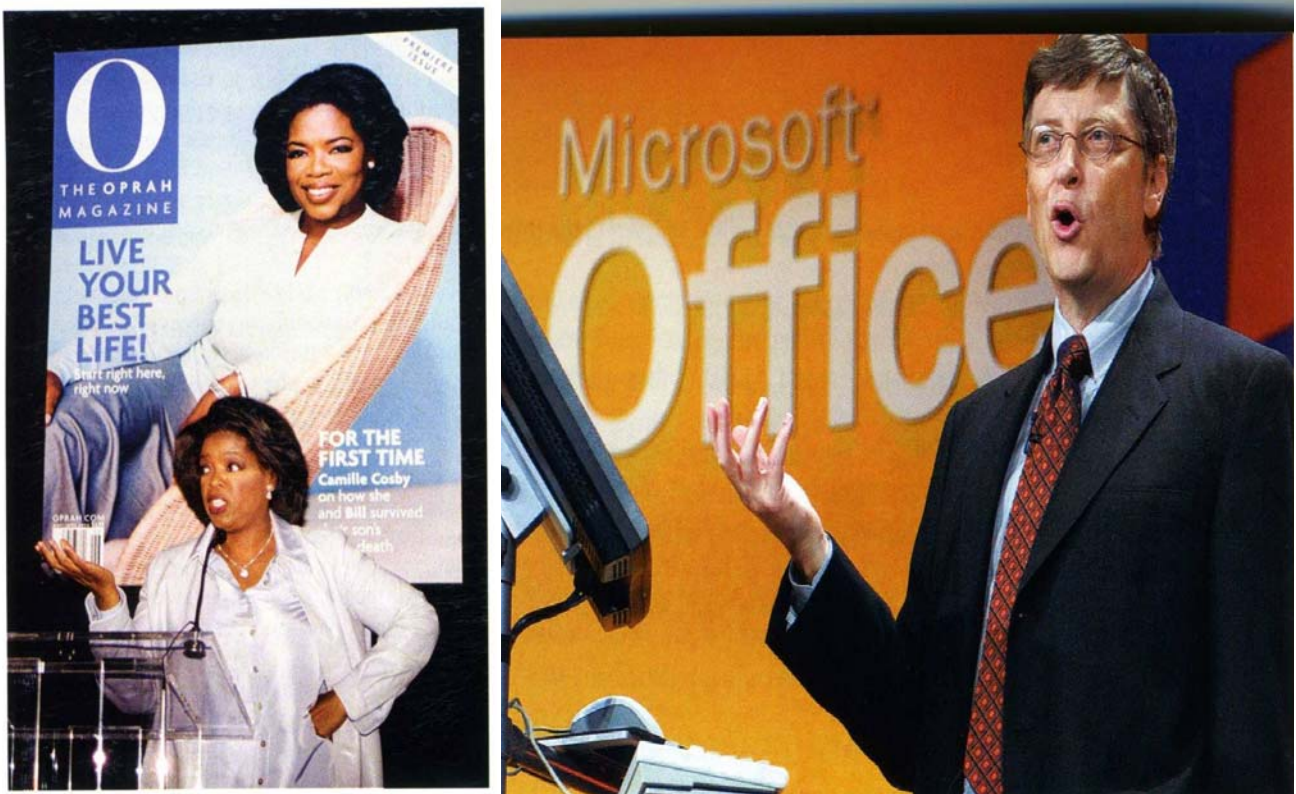


### **THE PLACE OF BUSINESS AND WORK IN U.S. SOCIETY**

Henry Ford, the famous U.S. inventor and car manufacturer, once said, "The business of America is business." By this he meant that the U.S. way of life is based on the values of the business world.

Few would argue with Ford's statement. A brief glimpse at a daily newspaper vividly shows how much people in the United States think about business. For example, nearly every newspaper has a business section, in which the deals and projects, finances and management, stock prices and labor problems of corporations are reported daily. In addition, business news can appear in every other section. Most national news has an important financial aspect to it. Welfare, foreign aid, the federal

budget, and the policies of the Federal Reserve Bank are all heavily affected by business. Moreover, business news appears in some of the unlikely places. The world of arts and entertainment is often referred to as "the entertainment industry" or "show business." Many readers are just as interested in how much money movie stars earn in a film as they are in their performances. The positive side of Henry Ford's statement can be seen in the prosperity that business has brought to U.S. life. One of the most important reasons so many people from all over the world come to live in the United States is the dream of a better job. Jobs are produced in abundance because the U.S. economic system — often referred to as the "free market" system — is driven by competition and not by government planning. People believe that this system creates more wealth, more jobs, and a materially better way of life for most of the population.



The negative side of Henry Ford's statement, however, can be seen when the word *business* is taken to mean *big business*. And the term *big business* — referring to the biggest companies, such as the oil, railroad, steel, mining, automobile, and communications corporations — is seen in opposition to *labor*. Throughout U.S. history working people have had to fight hard for higher wages, better working conditions, and the right to form unions. Today, many of the old labor disputes are over, but there is still some employee anxiety. *Downsizing* — a word meaning the laying off of thousands of workers to keep expenses low and profits high — is a term that creates feelings of insecurity for many.



Business is such a dominant element in the culture of the United States that many business values — such as hard work, competition, individualism, and teamwork — are expected parts of everyday social life.

*Comprehension check. Choose the best completion for each statement*

1. According to the article, many people in U.S. \_\_\_\_\_.
  - e. think about business
  - f. depend on business
  - g. work in business
2. Business news can be found \_\_\_\_\_.
  - a. on local radio
  - b. in federal budget accounts
  - c. in the most surprising places
3. Many newspaper readers are interested in \_\_\_\_\_.
  - a. business influence on welfare
  - b. how many celebrities earn
  - c. where business news are published
4. The positive side of Henry Ford's statement is \_\_\_\_\_.
  - a. The wealth business has given to the people of U.S.
  - b. The existence of "free market" system in the U.S.
  - c. The dream of better jobs of the people inside the U.S.
5. The negative side of Henry Ford's statement is that \_\_\_\_\_.
  - a. business refers not only to big companies
  - b. business is opposed to labor
  - c. business does not provide better working conditions
6. The importance of business is proved by \_\_\_\_\_.
  - a. downsizing of the biggest companies
  - b. the necessity of regulation by the government
  - c. the influence of business values on the life of the society

*2. Find in the article the definition of the term "downsizing" and explain it using your own words.*

*3. Name the main business values mentioned in the article that influence the social life in the U.S.*

4. Vocabulary work. Match the words with the following definitions

1. achiever	a. employed for only a fixed time
2. disadvantaged person	b. belonging to a particular racial group
3. mainstream worker	c. employed for only a part of the working day, week
4. role model	d. a person to be copied
5. parttime worker	e. a person who has gained or reached smth. by effort
6. ethnic minority person	f. a person in an unfavorable position
7. temporary worker	g. belonging to the principal working force

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_



## II. Reading and discussing

1. Read the text and complete the sentences using the words below

### AMERICAN BUSINESS IN THE GLOBAL MARKETPLACE

industry	goods	advertising	operation
efficient	global	giant	

Fifty years ago, the \_\_\_\_\_ of American business took place almost entirely in the United States. Recently, American business has become a part of a much larger \_\_\_\_\_ economy. If a person spent today \$ 20,000 for a General Motors car, \$6,000 might go to South Korea for labor, \$3,500 to Japan for advanced

parts, \$1,500 to Germany for design and styling, \$800 to Taiwan, Singapore, and Japan for small parts, \$500 to Britain for \_\_\_\_\_, and \$100 to Ireland and Barbados for data processing.

The United States is the single largest market in the world: a customer society looking for \_\_\_\_\_ from all over the world. Old \_\_\_\_\_ corporations such as IBM and AT&T laid off thousands of workers to become more efficient and competitive. The auto \_\_\_\_\_ that many were ready to pronounce dead has revived and is flourishing. American business now understands that it must be highly \_\_\_\_\_ if it is to compete successfully in the global marketplace.

*2. Comprehension check. Read the text again and write T if the statement is true and F if it is false according to the information given in the text*

	a. Recently, American business is not a single country business.
	b. The money paid by a customer for a General Motors car advertising goes to Ireland.
	c. American society is a society consuming goods from all corners of the world.
	d. Giant companies employ new workers to become more competitive.
	e. Efficiency of business is needed to compete in the global market.

*3. Vocabulary work. Match the words in Column A with the words in Column B to make word-combinations.*

A	B
rate of	workers
average	force
gain	model
parttime	sport
company	promotion
mainstream	businessman
productive	contract
dangerous	pay
self-made	career
role	unemployment

*4. Complete the sentences using the following phrases*

1. they are self-made people who have become their own bosses
2. some scientists believe having multicultural workforce
3. there will be fewer of white males and more minorities and women
4. business competition protects the basic American values of individual freedom, equality of opportunity, and hard work
5. as American businesses have to compete in the global market

American businesses are privately owned and are operated for making profit. Americans have great respect for business because they believe \_\_\_\_\_. Business people are respected heroes as they create a successful career out of nothing and \_\_\_\_\_. \_\_\_\_\_ many companies have reduced their size to become more productive. The 21<sup>st</sup> century has brought many changes in the American workforce and in future \_\_\_\_\_. \_\_\_\_\_ could be an advantage for competing in the global marketplace.



***III. Reading and discussing***

*Pre-reading task*

What do you know about the working day of people in UK?

Do you think the growing number of immigrants to UK has changed the workforce of the country? In what way?

Do you think men and women get similar salaries for similar work?

What qualities are mostly esteemed in business people of today?

*1. Read the text and do the tasks that follow. Study the new vocabulary*

to fare	– преуспевать
“glass ceiling”	– «стеклянный потолок», негласный уровень лимитирующий повышение работника по служебной лестнице
mainstream workers –	– основная категория работников
disadvantaged	– тот, кто находится в неблагоприятных условиях
disprivileged	– следовать модели, образцу
to follow the pattern	– образец для подражания
role model	

### **WORK IN UK : NEW TRENDS**

The working week in UK generally covers 9.00a.m. to 5.00p.m., Monday to Friday, although few people still work those exact hours and many are now employed on “flexitime”, with unfixed times for arriving at and leaving work.

Britons work the longest hours in Western Europe and attempt to express their real selves through leisure activities, both in the private space of the home and outside it.

### **WOMEN AT THE WORKPLACE**



Women in employment have fared less well than men, though there are now more women in the workforce than men. However, for a number of reasons, including prejudice and part-time working, women have often failed to gain promotion to posts of greater responsibility. The term “glass ceiling” is applied to this consequent upper limit of women’s progress in company careers. Their rate of unemployment is less than half that of men but their average pay is only 75 per cent of men’s in similar occupations.

However, unemployed ethnic minority women and men are even more disadvantaged than mainstream workers, with rates of 17 per cent and 24 per cent respectively.



Today many more people are being employed on temporary or part-time contracts and some business analysts prefer to see it as following the pattern of the United States and supplying a more flexible productive force.

### **BUSINESS HEROES OF TODAY**

Young people today particularly esteem achievers in business, commerce and finance. The businessman Richard Branson is the most admired figure. He is self-made, rich, and takes part in dangerous sport such as ballooning and powerboat racing. He deals in elements of youth culture such as CDs, videos and DVDs and he also owns an airline and a train company.

Annita Roddick who founded the Body Shop is also admired for the efforts which she takes on matters such as testing of cosmetics on animals. As a female businessperson she serves as a role model of a younger generation of women who want to make power and principles a part of their life.

#### *Comprehension check*

- a. What is the difference between a traditional working day and “flexitime” employment in UK?
- b. How do Britons express themselves after the working day?
- c. Is it difficult for a woman in UK to get a position with a greater responsibility? What are the reasons?
- d. What is the rate of unemployment with women in UK?
- e. What is the percentage of unemployed ethnic minority men and women?
- f. Which country is mentioned as a model of flexible workforce?
- g. Which characteristics make R.Branson and A.Roddick popular figures for young people in UK?

#### *2. Making a commentary*

Explain the meaning of the term “flexible productive force”. Do you think such workforce is useful for the economic development of a country? Would you like to have a “flexitime” employment?

**IV. Making commentaries on proverbs.** *Read the following English and Russian proverbs and say which cultural values each of the proverbs means. Note that some proverbs contradict others. Find English and Russian proverbs with similar meanings. Give examples of Ukrainian proverbs about competition and success.*

Every man for himself.  
Never give up.  
May the best man win.  
To the winner belong the spoils.  
It is a dog-eat-dog world.  
The end justifies the means

Победителей не судят.  
Без труда не выловишь и рыбку из пруда.  
Работа не волк, в лес не убежит.  
Победителей не судят.  
Терпенье и труд все перетрут.  
Цель оправдывает средства

## ***V. Reading and speaking.***

*1. Read the text and do the tasks that follow.*

### **UK + EU = OK?**



### **MEASURING UP TO EUROPE**

Despite being *a* member of the European Union since 1973, other countries are often puzzled by the UK's apparent reluctance to integrate with the rest of Europe. Many British people feared that the opening of the Channel Tunnel in 1994 would mean an end to Britain's unique island status, but it seems as if Britain's reputation for 'splendid isolation' has never been stronger. Britons still talk about going 'to Europe' or 'to the continent' when they cross the Channel, and foreign visitors to a British pub today are still served beer in pints, and still have to pay for those pints in pounds sterling.

The metric system has been taught in British schools since 1974 and today's teenagers use it without thinking, but most Britons over 40 still cling on to imperial measurements. Since 2000, all food retailers have been obliged by law to price and weigh their food in metric measurements, but they are also allowed to show the imperial equivalents. This double-labelling, which will have to end in 2010, has led to a number of compromises.

Milk and butter are still produced in their standard, recognised 1-pint cartons or 8-ounce packages, but proudly display the odd metric equivalents, and market traders often advertise the imperial prices of their fruit and vegetables much more clearly than the metric prices.



Feelings run high on this issue, with many people resenting the 'interference' of Brussels in the traditional British way of life.

In 2002, five 'metric martyrs', all market traders, were taken to court for not displaying metric prices on their goods. Their spokesman, Neil Herron, said that their defeat meant "the death of democracy", but the five received huge support from the public, who raised £250,000 to help pay their legal costs. Britain has also constantly delayed adopting the euro, which other major European countries such as Germany, France and Italy accepted as their currency without fuss in 2002. The British government has promised to hold a referendum on the subject and let the British people decide if they want the new currency or not, but with an estimated 65% of voters currently opposed to joining the euro, it is very uncertain when this will take place.



### *Comprehension check*

1. How did the opening of Channel Tunnel influence the isolation of Great Britain?
2. Which system of measurement do British people over 40 prefer? Why?
3. Which type of prices are more frequently displayed for milk and butter? For fruit and vegetables?
4. What do the British people charge the EU authorities with?
5. How did many British people demonstrate their support of the market traders taken to court by the government? Why?
6. Why do you think that Britain feels such a strong sense of independence from the rest of Europe?
7. Do you believe Britain will finally adopt European measurement and currency?

## CONVERSION TABLE

### CONVERSION TABLE

Length	
1 inch (in)	2.54 centimetres
1 foot (ft)	0.31 metre
1 yard (yd)	0.91 metre
Weight	
1 ounce (oz)	28.35 grams
1 pound (lb)	0.45 kilos
Liquid	
1 pint (pt)	0.57 litres

2. Complete the table with the correct dates from the text.

Year	Event
	UK joins the EU
	Metric system introduced in British schools
	Channel Tunnel opened
	Obligatory pricing of food in metric measurements
	Major European countries adopt the euro
	Pricing of food in imperial measurements must end

3. Choose the correct alternatives to complete this summary of the text.

Britain *is/isn't* a member of the EU, but a lot of British people feel that their country is quite *separate from/similar to* the rest of Europe. The metric system of *currency/measurement* has been used in Britain since the 1970s, but many Britons, especially *older/younger* people, prefer to use the old imperial system. Food sold in Britain is usually priced using both types of measurement, but it is *legal/illegal to* price products using imperial measurements only. Britain uses the *euro/pound sterling* as its currency, *like/unlike* all of the other countries in the EU. A date for a referendum in the UK on the euro *has already/hasn't yet* been fixed.

4. Look at Picture and read the text that accompanies it. Try to define which characteristic of a typical image of a British person is discussed in the following humorous picture. How does this characteristic influence the way of doing business in Britain? Find out old words and try to explain their usage in the text.



## YE OLDE BRITAIN

The coach sets you down at the market cross. The people here live in black and white half-timbered houses with pretty window boxes full of flowers. There's a Norman church with Saxon windows and a Gothic spire. This is a grand house with priest holes and a ghost.

You are taken down a cobbled street to see the oldest pub in England, where pilgrims, smugglers and runaway princes all met ( though not necessarily at the same time). There, sitting outside at a wooden table with a ploughman's lunch and a tankard of ale, you'll find our true Brit. Stroll out of town past the guildhall, and the mediaeval stocks where rogues were punished (unlike today!), then climb the hill to the old castle with its ruined battlements. The weather is always fine, so stop for a picnic in the meadow with scones ("as mother used to make them") and strawberries and cream. On the river there are chaps in blazers standing up in flat bottomed boat, and girls in straw hats waving to them from the bank. They say you shouldn't live in the past. But the true Brit does, and he's very happy there.

**VI. Project work.** Discuss the topics of the Module II and get ready with a short presentation "New trends in business and work in Ukraine". Use the Internet and other sources to get the statistics and illustrative material you need.

Explain the meaning of the term “glass ceiling” in your own words. Do you think “glass ceiling” limit is typical for Ukraine in women employment?

Does Ukraine have any ethnic minority workers? Which businesses are they employed in?

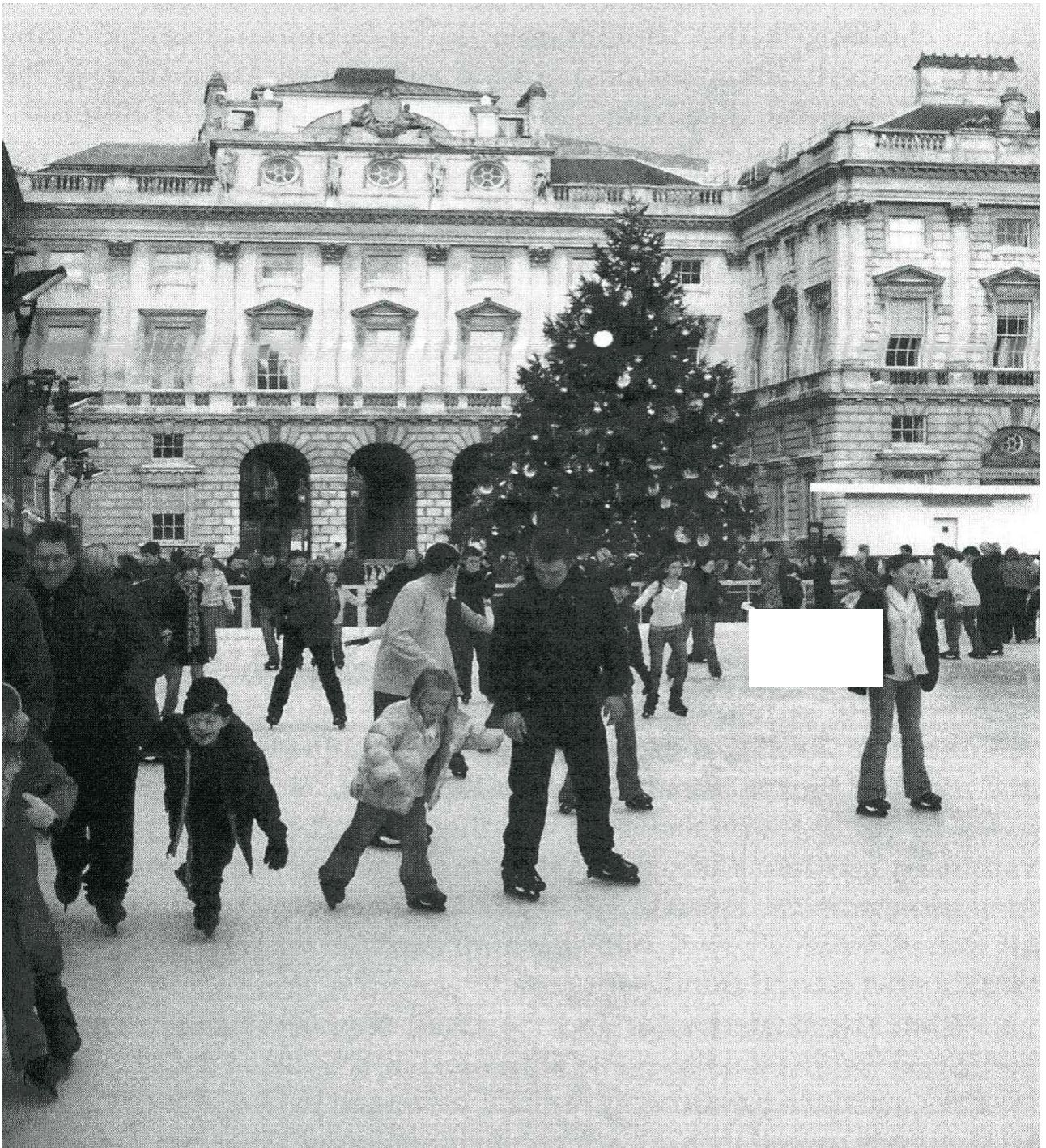
Which people in Ukraine you consider to be models? Are there any businesspeople among them? Are there any women? What characteristics make these people role models for you?





# **MODULE 4.**

## **LEISURE, LIFESTYLE AND CULTURE**





## ***I. Reading and speaking***

### *Pre-reading task*

How do you think British/American people like to spend their free time?  
What do you know about British/American eating habits? What is junk food?  
What is the impact of TV and computers on children?

*1. Read the text and do the tasks that follow.*



## **WHAT AMERICANS EAT**

What people in the United States eat is as various as cultures of the country, though some foods, like hamburgers and hot dogs, seem to be symbols of American dining. How people eat is another matter. Many value the tradition of the family dinner at home. They value the ideal of close, traditional family eating dinner together each evening and sharing the experiences of the day in spirited conversation. But these days, very few families have schedules that permit eating together: the children may have after-school activities that go past dinnertime, both parents may work until early in the evening, or there may be only one parent in the household and

thus no time for cooking. So people turn to three quick solutions: buying prepared foods at the supermarket, ordering out, and eating out.

Daily newspapers reflect these three solutions. Many readers study their local paper for supermarket ads and coupons to save money and find discounts. The typical supermarket provides not only prepared and frozen foods but also fully cooked dinners to take home. Restaurants also advertise heavily in the newspaper, and restaurant reviews help readers decide where to go for a night out. Franchise restaurants – national chains like McDonald's, Burger King, and Taco Bell – are the result of this need for a fast, convenient alternative to a home-cooked dinner.

But the rarity of home-cooked dinners makes them even more special. As a result, when people in the United States do cook a meal, they frequently turn to the food sections and recipes in the local newspapers in order to make something especially tasty. And the popularity of low-calorie and low-fat recipes is a response to the fact that people do less and less active manual work and are increasingly overweight. Thus dieting is popular as well. Americans like to think of their country as a land of plenty – plenty of jobs and natural resources and farm land, but also endless cheeseburgers, pizza, hot dogs, and carry-out.

### *Comprehension check*

1. Which food is considered to be symbols of American dining?
2. Why the tradition of family dinner is dying in the US?
3. What are the modern three alternatives to the traditional family dinner?
4. In what way do newspapers help people organize their dining?
5. Which recipes do Americans choose for home-cooked dinners? Why?
6. What are the reasons for popularity of dieting?
7. What are the names of food mentioned in the text? Is this food international?  
Which food chains known internationally are referred to in the text?

### *2. Vocabulary work. Match the words from the text with their definitions*

prepaid food	request to supply meals
ordering out	possessing a special right given by an authorized company
eating out	prepaid at home to be eaten with a family
frozen food	made ready at home
carry-out	direction for preparing a meal having little fat
low fat recipe	preserved by being kept very cold
franchise restaurant	have meals at a restaurant or cafeteria
home-cooked dinner	meals bought outside to be eaten at home





3. Complete the sentences using the following words.

to limit	percentage	busy	alternative
foods	consuming	control	

Statistics shows that 50 percent of Americans eat pizza once every two weeks, \_\_\_\_\_ that is no doubt quite a bit higher among high school and college students. Americans are \_\_\_\_\_ more and more hamburgers french fries, and soft drinks at restaurants, not only because they like them but also because these \_\_\_\_\_ are often the cheapest items on the menu. Another significant factor is Americans' \_\_\_\_\_ lifestyle. Since so many women are working, families are eating a lot of fast food, frozen dinners, and restaurant "takeout." Some experts believe that Americans have really lost \_\_\_\_\_ of their eating; it is not possible \_\_\_\_\_ fat and calories when they eat so much restaurant and packaged food. It takes time to prepare fresh vegetables and fish; stopping at KFC (Kentucky Fried Chicken) on the way home from work is a much faster \_\_\_\_\_. Often American families eat "on the run" instead of sitting down at the table together.

## ***II. Reading and discussing***

*1. Read the text and answer the questions that follow. Discuss these questions in small groups and make a short presentation.*



### **MCDONALDS AND OBESITY LAWSUIT**

lawsuit – судебный иск

to allege – утверждать

obesity - ожирение

to file – подавать от имени кого-то

The US fast-food industry is watching a lawsuit filed on behalf of several obese teenagers who claim the fast-food company McDonald's is responsible for making them fat.

The lawsuit, filed by lawyer Samuel Hirsch in a Manhattan federal court alleges that McDonald's deliberately misled consumers into thinking their cheeseburgers and other products were healthy and nutritious.

It says the company did not adequately provide information on the health risks associated with fast food, and the children developed health problems such as diabetes, high blood pressure and obesity from eating its products.

If Hirsch is successful, fast-food companies fear that it could start a series of further suits and huge payments to victims – potentially running into billions of dollars – similar to those that have severely damaged the tobacco industry.

McDonald's has asked the court to dismiss the case.

*2. Find the following words in the text using their definitions. The number of the paragraph is put in the brackets to help you.*

1. recorded publicly [1]
2. deliberately confused [2]
3. a disease resulted in being very fat [3]
4. a person suffering loss [4]
5. to reject the case [5]

*3. Discuss the following questions in groups and then report on the results*

- a. What is your opinion of the families that took McDonalds to court?
- b. Do you think McDonald's is guilty? What reasons could the families have for bringing a lawsuit against them?
- c. What other American industry mentioned in the text had to make large payments to its "victims"? Who do you think took that industry to court?
- d. Do you think there are "victims" of fast-food industry and tobacco industry in Ukraine? What is the way out of the problem situation?

### ***III. Writing task.***

*Discuss the following topics in groups and prepare a written report (100 words) on one of the topics.*

- a. Do you think eating habits have changed recently in Ukraine? What are the alternatives to the traditional family dinner?
- b. Do Ukrainians have the same reasons for changing their dinner habits as Americans?
- c. Is dieting popular in our country? Why? Speak about your own experience of dieting.
- d. What are the international cuisines popular in Ukraine now? Do you often visit international fast-food chains?
- e. What are the popular recipes for your family's traditional dinner?
- f. Why do you think the profession of chef is so popular and well-paid in the US and Western Europe? Would you like to work as a chef?
- g. What is a supermarket ad? Do you use them when shopping for finding discounts?
- h. What is a restaurant review? What is the reason for publishing them?

### ***IV. Reading and discussing.***

*1. Read the article and invent a title for it. Which trend on the US leisure market is the article focused on? Study the new vocabulary.*



self-reliance	– умение надеяться на самого себя
'do-it-yourself' project	– вещи, сделанные своими руками
'rough' adventure	– суровое, трудное приключение
'soft' adventure	– приключение с минимальными трудностями
baby boomers	– представители поколения, в котором резко возросло количество новорожденных



The recreational interests of Americans also show a continuing respect for the self-reliance, and sometimes the adventure and danger. While some choose safe pastimes such as handicrafts, gardening, or "do-it-yourself" projects like building bookcases in their den, others are ready to leave home and take some risks. In 2005 *Newsweek* magazine noted that adventure travel had grown to "an \$8 billion business, perhaps as much as a fifth of the U.S. leisure travel market." Millions of Americans have bought mountain bikes to explore the wilderness on their own. Many others are choosing to go white-water rafting, mountain climbing, rock climbing, sky diving, helicopter skiing, and bungee jumping. U.S. park officials complain about the number of people who take life-threatening risks in national parks and have to be rescued. "It is as if they are looking for hardship," one park official stated. "They seem to enjoy the danger and the physical challenge."

Not all Americans want to "rough it" while they are on their adventure holidays, however. *Newsweek* reports that there are a number of travelers in their 40s who want "soft adventure." Judi Wineland, who operates Overseas Adventure Travel

says, "Frankly, it's amazing to us to see baby boomers seeking creature comforts," On her safari trips to Africa, she has to provide hot showers, real beds, and night tables. The American love of comfort, mentioned seems to be competing with their desire to feel self-reliant and adventurous.

*2. Read the article again and answer the questions.*

- a. What are the two types of leisure activities American people prefer?
- b. What is the share of adventure travel at the US leisure travel market today?
- c. What are the types of rough adventure activities mentioned in the text? Name others you know.
- d. According to the theme park official, what the reasons of the people doing adventure sports are?
- e. What is the difference between 'rough' and 'soft' adventure? Which conveniences needed the 'soft' adventure tourists?

*3. Vocabulary work. Match the words in Column A with the words in Column B to make word combinations naming recreational activities*

water	diving
mountain	hunting
sky	biking
helicopter	rafting
bungee	climbing
rock	skiing
safari	jumping





#### *4. Making commentaries*

What kind of people would prefer leisure activities focused on adventure and danger and what people would choose gardening and making handicrafts?

What type of leisure activity do you prefer? Why?

#### ***V. Reading and writing***

*1. Read the text which is focused on the negative influence of TV and computers on children and do the following tasks.*



### **THE IMPACT OF TELEVISION**

Ironically, although television seems to promote images of slender, physically fit people, the more people watch TV, the less likely they are to exercise. Television has a strong effect on the activity level of many Americans. Some people spend much of their free time lying on the couch watching TV and eating junk food. They are called “couch potatoes”, because they are nothing but “eyes”. (The small marks on potatoes are called “eyes.”) Couch potatoes would rather watch a baseball game on TV than go play softball in the park with friends or even go to a movie.

Cable and satellite TV bring hundreds of stations into American homes.( Satellite TV can bring in as many as 500 channels.) Many of the American TV channels are specialized – the weather channel, home shopping, CNN and other news

networks, ESPN ( sports ), MTV ( Music TV ), HBO ( Home Box Office ), and various other movie channels, to name a few.

With so many programs to choose from, it is not surprising that the average family TV set is on six hours a day, and estimates are that children are watching TV programs and videotapes an average of four or five hours a day. Many adults are worried about the impact of so much television on the nation's children. They are not getting as much exercise as they should, but the effect on their bodies may not be as serious as the effect on their minds. Many children do not spend enough time reading, educators say. And some studies have shown that excessive watching of television by millions of American children has lowered their ability to achieve in school.

And what do children see? Too much sex and violence, most Americans would say. In a recent study, 72 percent said that they believed there was too much violence on television. The American Psychological Association estimates that the average child will witness 8,000 made-for-TV murders before finishing elementary school. Unfortunately, most experts would probably say that the new Millennium brought few positive changes in children's programming. Indeed, some studies have discovered that there are even more violent acts committed on children's shows, many of them by cartoon characters, than there are on adult shows.

The popularity of home computers and 'surfing the net' – seeing what is on the Internet and the World Wide web – has brought a whole new world of leisure time activities to Americans. Some value the enormous educational opportunities it brings, while others prefer spending their time in "chat rooms"(having discussions with others "online"), communicating with friends or family via e-mail, or playing the latest computer games. Computers are also extremely popular with children and teenagers, and this of course raises questions of where they are traveling on the net or the web and what they are seeing. Now parents have to worry about monitoring the computer in addition to monitoring the TV.



*Comprehension check. Write the letter of the best answer according to the information of the text.*



1. \_\_\_\_\_
  - a. The activity level of “couch potatoes” is reduced because of TV.
  - b. “Couch potatoes” prefer to go play softball instead of watching TV.
2. \_\_\_\_\_
  - a. Average family watches TV less than four hours a day.
  - b. Children watch video and TV four of five hours a day.
3. \_\_\_\_\_
  - a. Many adults worry that watching TV most seriously effects the children’s bodies and physical activity.
  - b. Parents worry that the negative effect of TV may be as serious for children’s body as for their minds.
4. \_\_\_\_\_
  - a. Psychological studies show that recently more acts of violence are committed on children’s shows.
  - b. Statistics shows that recently more violent acts are committed on adult’s shows.
5. \_\_\_\_\_
  - a. Introduction of computers made parents worry their children do not enough use the educational opportunities of computers.
  - b. The popularity of computers made many parents worry about the sites their children ‘surf’.

## *2. Vocabulary work.*

### *a. Match the words from the text with their definitions*

to promote image	move quickly from one Internet site to another
junk food	supervise
movie channel	place in the WWW where computer users can pass on news, information, etc.
violent act	help to organize a mental picture or idea
communication site	favorable chance to have intellectual training
surf the net	means of telecommunication transmitting films
educational opportunities	severe conduct
to monitor	things to be eaten which are low value, unhealthy



*b. Complete the sentences using the following words and word combinations*

monitor    adventure travel    fast food    violent acts  
recreational activities    live arts    eating habits    couch potatoes

Many people view their leisure time as an opportunity for self-improvement and they frequently seek \_\_\_\_\_ such as running, tennis, swimming, skiing which require a high level of physical activity. \_\_\_\_\_ are declining as well as home entertainment. \_\_\_\_\_ and do-it-yourself projects bring to some people a feeling of self-reliance.

However, many Americans do not get enough exercise and possess poor \_\_\_\_\_. Although they know high-fat dishes are bad for them, they eat too much \_\_\_\_\_. \_\_\_\_\_ watch a lot of TV and teenagers do too. Many parents worry about the sex and \_\_\_\_\_ that children see. As many parents work, it is difficult for them to \_\_\_\_\_ what sites their children visit in the Internet.

#### ***VI. Writing task.***

*Answer the following questions and write an essay on how the society should deal with the problem of negative impact of TV and computers on children. Find statistical and other information needed on the Internet.*

Do you think there is a relationship between the violence on TV and the crime rate in the country? Do you believe adults should prevent children from watching movies and TV programs that show sex and violence? If so, whose responsibility is it? Parents ? Movies and TV shows creators? The government? The schools?

#### ***VII. Reading and discussing***

*1. Read the text and do the tasks that follow. Study the new vocabulary.*

#### **TRENDS IN ENTERTAINMENT. BRITAIN**

animated entertainment	развлечения с использованием анимации
live gigs	живая популярная или джазовая музыка
technological gizmo	технические новинки
fun club	клуб любителей веселых развлечений
multiplex	развлекательный комплекс
canned culture	глобальная культура, не имеющая национальных признаков
disposable income	чистый доход





There is now a noticeable preference by young people for inanimate over animate sources of entertainment. This is evident not just in the decline of such live arts as theatre or home pastimes like card playing or in the preference of nightclubs with DJs over live gigs. New generation often prefers things to people: cash machines to bank cashiers; computers to socializing; cyber cafes to coffee houses; virtual reality to reality; the internet and technological gizmos such as iPods, mobile phones and answering machines, to live individuals. Nor do people just prefer TV and cinema to live entertainment. Within electronic media they prefer cartoons to 'real' representations of people. They prefer their TV adverts to contain animated characters rather than real ones.

Another notable change in the pattern of people's leisure is a move away from socializing at home to frequenting public places of entertainment: 'fun pubs', multiplexes (containing cinemas, bowling allies, fruit machines and nightclubs). There are regional variations, but generally the fact that British socialising took place in the pub or club made it difficult for new people to integrate into post-war British society. In time however, with so many aspects of mass culture being wide-spread (body piercing, casual clothing, rap music, etc.) young people from minorities joined the move to socialize outside the home. So young people of all ethnic origins now mix in places of public entertainment.

Operators of multiplex cinemas, bowling allies and nightclubs (many of them multinationals, such as Time-Warner) cater to a young population brought up on 'canned' culture and dedicated to Britain's consumer society. Most Britons are unaware that the owner of the greatest number of pubs in Britain (4,867) is the Japanese company Nomura - or that the following famous British brands are now foreign-owned: Walkers Crisps and HP Sauce (American), Thomas Cook and Rolls Royce (German), Rowntree (Swiss), Hamleys Toys (Icelandic).

The older generation meanwhile, which saves 13 per cent of its disposable income continues to opt for home entertainment. Eighty-four per cent of British households have video or DVD recorders and are catered for by an estimated 2,000 video shops - supplying a market which didn't exist thirty years ago, and which has expanded with DVD-by-post services.

### *Comprehension check*

- a. What examples does the author give to prove that younger generation prefers “things to people”?
- b. Do the British choose real people or cartoon characters in advertising?
- c. Why was it difficult for immigrants to integrate into British society fifty years ago?
- d. Has the situation change now? What aspects of mass culture typical for young people in Britain are mentioned?
- e. Can you prove the fact that the majority of operators of leisure market in Britain is represented by multinational companies?
- f. Which services are offered at the market of home entertainment?

### *2. Put the following titles before the correct paragraphs*

1. Substitution of national operators of leisure market by multinational ones.
2. Preference of things over people by younger generations.
3. Change in the home entertainment.
4. Move from entertainment at home to visiting public places.

*3. Put the forms of entertainment mentioned in the text to the right column of the table (two examples are given for you). Add other forms of entertainment you know into each column.*

Forms of live entertainment	Forms of entertainment using technical devices
Card playing	computer games
_____	_____
_____	_____
_____	_____
_____	_____

### *4. Making commentaries*

Do you think many aspects of mass culture of young people can be seen in Ukraine (body piercing, casual clothing, rap dances, etc.)?

Which technological devices do you and your friends use for entertainment (computer, mobile telephone, iPod, TV, cinema, MP3 player, mobile DVD player, etc.)?

What is the traditional way of getting entertainment in Ukraine: at home or at public places? Has the tradition changed recently?

### ***VIII. Making a presentation.***

*How do you prefer to spend your leisure time? Read the following list of leisure time activities and decide which things you enjoy most. Imagine that you had a whole weekend free and you could spend it doing any of the activities on the list. What would you most like to do? List that as number 1. Put the rest of the items in order of importance of things you would like to do on your free weekend. Make a short presentation.*

1. Go shopping or window shopping.
  2. Read a good book/magazine.
  3. Visit cinema.
  4. Make a rearrangement or redecoration in my room.
  5. Play tennis (football) or go to a fitness club.
  6. Have a dinner in a café with your friends.
  7. Watch TV or DVD player.
  8. Go for a walk with a friend.
  9. Make a party in your house.
  10. Visit a disco or nightclub.
  11. Listen to the music at home.
  12. Visit a concert.
  13. Have a picnic with family or friends.
  14. Visit the theater.
  15. Speak on the phone with friends and share the latest news.
  16. Visit a sport game.
  17. Surf the net/communicate with friends.
- Other (you name it).

### ***IX. Reading and speaking***

*1. Read the text and complete the sentences of the text using the words given below.*

single	function	public house	entertainment
social	dominoes	welcoming	

### **BRITISH PUBS**

The principal place of \_\_\_\_\_ outside the home that people automatically think of in relation to Britain is the \_\_\_\_\_ or 'pub'. In the past, pubs have performed different \_\_\_\_\_ functions. Traditionally they were a male preserve. Some city-centre pubs specified 'men only' and discouraged \_\_\_\_\_ women.

Various sociological studies have suggested that until 1950s the British pub was a more welcoming place for a man than his home. It was familiar and cozy, with a fire and games such as darts and \_\_\_\_\_.

This changed when houses in the 1950s were brought up to date and made more modern and attractive with higher standards of conveniences, labour-saving appliances, new furnishings and even central heating.



However British pubs managed to survive and with the churches in Britain being in decline, pubs are finding a new role. Today pubs are much more \_\_\_\_\_ to people of both sexes and with the percentages of men and women who never drink alcohol at 15 and 20, they perform the \_\_\_\_\_ of community meeting place being very much central to British life.



2. Read the text again and mark the statements as T (true) or F (false) according to the information of the text.

- |       |   |
|-------|---|
| _____ | a. The public house is a new type of entertainment in Britain.                          |
| _____ | b. Pubs are traditionally visited by men only.  |
| _____ | c. Pub was second welcoming place for men after home.                                   |
| _____ | d. Rearrangement and improvement of conveniences made homes more attractive for people. |
| _____ | e. Pubs have lost their popularity today.   |
| _____ | f. Nowadays pub is a one of central institutions of British life.                       |

### ***X. Making comments on cultural identities***

1. Look at the list of items which English people consider to be important for their culture, the items are put in the order of importance:

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. Royal family                  | 9. Imperialism          |
| 2. Big Ben/ Houses of Parliament | 10. Union Jack          |
| 3. Manchester United             | 11. Snobbery            |
| 4. Class system                  | 12. BBC                 |
| 5. Pubs                          | 13. West End            |
| 6. Robin Hood and Merrie Men     | 14. The Times newspaper |
| 7. Cricket                       | 15. Shakespeare         |
| 8. White cliffs of Dover         | 16. Cup of tea          |

(Source: Julian Barnes, *England, England* (1998))







*Which of the items are familiar to you? Do you feel these things to be really so important for English culture? Try to find the pictures of some of the abovementioned items.*

*2. Look at the top five most famous Scots according to the survey done by Crabbies Green Ginger Wine in late 2006:*

Loch Ness Monster  
Robert Burns  
Sean Connery  
Robert the Bruce  
William Wallace

*Are you familiar with these names? What are the sources you used to get information about these people and things?*

*3. Make up a list of at least 10 items which you think to be important for Ukrainian culture and identity. Explain your choice.*



## ***XI. Reading and discussing***

*1. Read the text focused on the new trends of holiday making in Great Britain.*



### **NEW PATTERNS IN HOLIDAYS**

Since 1960s in Britain the two-week annual holiday is more likely to be spent abroad. Package holidays were introduced to Britain in the 1950s by the Russian businessman Vladimir Raitz, founder of Horizon holidays. The sides which received most profits were the hoteliers of France, Spain and Florida and those losing out were British seaside landladies and traditional resorts. The most popular overseas holiday destinations for Britons in 2002 and the numbers going to them were: France (11.6 million), Spain (13.8 million), and the US (4.1 million). British people have become obsessed with holidaying abroad and make 42 million trips per year. David Lodge suggests in *Paradise News* that tourism is the new world religion.

*2. a. Read the text again and find the words in the text using the following definitions:*

1. a holiday arranged by a company that includes travel, a place to stay, and sometimes meals, all for a fixed price;
2. a keeper of the institution where meals and rooms are provided for travelers;
3. a place to have rest and get medical treatment;
4. a place where a lot of people often go for holiday;
5. an organized holiday that you go on in order to take part in a particular activity or in order to see a place;
6. to have a period of rest from work.

*b. Complete the sentences using the words definitions for which are given in the previous exercise^*

1. Our tourists spent four days in the seaside r\_\_\_\_\_ of Pattaya.
2. The great thing about p\_\_\_\_\_ h\_\_\_\_\_ is that everything is already arranged for the tourists.
3. This tourist group has gone on a round-the-world t\_\_\_\_\_.
4. Do you usually h\_\_\_\_\_ abroad?
5. This travel agency advertise many d\_\_\_\_\_ in Europe and Asia.
6. This student is fond of the career of a h\_\_\_\_\_.

*3. Comprehension check. Mark the following statements as T (true) or F (false) according the information of the text.*

- \_\_\_\_\_ a. Package tours are more popular in Britain than individual tours.
- \_\_\_\_\_ b. Traditional resorts in Britain today receive more holidaymakers than hotels in France.
- \_\_\_\_\_ c. Hotel owners in Spain received the greatest number of guests in 2002.
- \_\_\_\_\_ d. British people make 42 million trips to other European countries every year.

## ***XII. Reading and discussing***

*1. Read the text and do the tasks that follow.*



### **VACATIONS IN THE US**

Some people are surprised to learn that Americans get less vacation time than workers in other countries. American companies offer an average of only two weeks paid vacation, compared to some other countries. For example, in France, Germany, Italy, Spain companies offer an average of four weeks or more.



During the vacation many American families go camping. – it is not expensive, and everyone can relax and enjoy nature. The national parks are a favorite place for camping. About 250 million people visit the parks every year. Yellowstone in Wyoming, Yosemite in California, and the Grand Canyon in Arizona are famous national parks.

A recent USA Today article examines how Americans' leisure time is being redefined from "time to relax" to "time to accomplish other non-work related tasks". One in ten Americans now claim that they have no free time, and four in ten say that they constantly feel rushed. (These are the people that you are likely to see doing their shopping at midnight.) Baby boomer families where both the husband and wife work are particularly affected. One of explanations is the desire for material wealth – 'the need for bigger paychecks to satisfy bigger consumer needs' People get caught up in a cycle of work-and-spend, and the luxuries become necessities. In order to get more free time, people must make a painful choice: "Do I want to work less but have less money?" Only 14 percent of Americans would answer "Yes".



1. How long is a typical vacation in the USA?
2. What are the favorite places for American families to go for vacations?
3. What is a possible explanation for free time shortage with American people?
4. What is the percentage of Americans ready to work less and earn less money?
5. In your opinion, how much time should people work each day?
6. How much vacation time, in your opinion, should people get each year?
7. How can people keep from getting caught in the work-and-spend cycle?

### ***XIII. Making conclusions.***

*Now your 'imaginary tour' around two English speaking countries is over. We hope you liked it and you can understand American and British culture, traditions and values much better after reading and discussing the texts of the booklet.*

*British people say about their country: "Most people have to die before they go to Paradise, but you've been there, and you are still alive!" Make up a list of the most important things you take back home after your tour and the list of the things you would like to learn about English speaking countries in your next trip.*





**XIV. Project work.** Answer the following questions and make a written presentation on the topic “Life style and leisure in Ukraine”. Use the statistics you need and illustrative material in the Internet.

1. What forms of recreation are popular in Ukraine? Running and jogging? Sports? Camping?
2. How much interest in cultural activities is in Ukraine? Do you often visit musical concerts, cinema, theater, art exhibitions, discos?
3. Which TV programs are the most popular in Ukraine?
4. Do you like reading? What kind of books, newspapers and magazines do young and older people in Ukraine prefer? Why?
5. What are the eating habits of people in Ukraine? Do you think young people visit fast-food restaurants more often than older people?
6. Do you think many young people in Ukraine are ‘mall rats’, i.e. they often visit malls and spend much time there looking for perspective buys, things with discounts, etc? Where do you usually do shopping? How much time does shopping take every week?
7. Are overseas influences in the culture should be welcomed or resisted?
8. Should the state fund culture? If so, should it aim to encourage high or popular culture?
9. How important are tradition and traditional ways in a culture?

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1. <http://execpc.com/~dboals/diversit.html>
2. <http://pasture.ecn.purdue.edu/~agen.html>
3. <http://curry.virginia.edu:80/go/multicultural/home.html>
4. <http://www.worldculture.com>
5. <http://www.etiquetteintl.com/Articles>
6. <http://www.executiveplanet.com>
7. Britannica Encyclopedia: <http://www.britannica.com>
8. Online Dictionaries: <http://www.bucknell.edu/~rbeard/diction/html>

### **Newspapers on the web:**

9. <http://www.intercom.au/intercom/newsprs/index.html>
10. <http://www.online newspapers.com/>

### **Intercultural Email Classroom Connections (IECC)**

11. <http://www.iecc.org/>

### **Virtual Tours around the World**

12. <http://www.virtualfreesites.com/museums.museums.html>



*Навчальне видання*

**Ільєнко Олена Львівна**

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(АНГЛІЙСЬКА МОВА))»**

для організації самостійної роботи студентів 1 курсу денної форми  
навчання за напрямом підготовки 6.140103 – Туризм

План 2013, поз. 498-М

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Підп. до друку 19.02.2014  
Друк на ризографі  
Зам. №

Формат 60х90/16  
Ум. друк. арк. 5,1  
Тираж 50 пр.

Видавець і виготовлювач:

Харківський національний університет міського господарства імені О. М. Бекетова  
вул. Революції, 12, Харків, 61002

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Свідоцтво суб'єкта видавничої справи: ДК № 4705 від 28.03.2014